IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): An information providing method comprising:

forming a program database by dividing multimedia information into ~~items of~~ plural partial information <u>formed of a frame or frames,</u> and adding program feature data ~~based on the items of the partial information to the multimedia information in units of the items of~~ to the partial information;

searching for ~~an item of~~ the partial information which accords with user profile data from the program database based on matching between the user profile data and the program feature data; and

providing the searched partial information to a user.

Claim 2 (Currently Amended): The method according to claim <u>22</u> [[1]], further comprising:

adding commercial feature data to commercial information to form a commercial database; and

providing, to the user, commercial information which accords with the user profile data based on matching between the user profile data and the commercial feature data when providing said searched partial information to the user.

Claim 3 (Currently Amended): An information providing apparatus comprising:

a first database configured to store multimedia information;

an analyze section configured to analyze said multimedia information stored in said first database using at least one analysis method of moving image analysis, acoustic/speech analysis, and text analysis;

a second database configured to divide the multimedia information into ~~items of~~ plural partial information _formed of a frame or frames,_ based on a result of the analysis by the analyze section and to store program feature data which is obtained ~~based on the result of analysis by the analyze section~~ in units of the _partial information_ ~~items of the multimedia information~~ or program feature data which is externally inputted; and

a search engine configured to search for program feature data from said second database in accordance with user profile data to find program feature data which accords with the user profile, and select ~~an item of~~ the partial information from said multimedia information stored in said first database in accordance with the found searched program feature data.

Claim 4 (Currently Amended): The apparatus according to claim 23 [[3]], further comprising a link section configured to obtain a representative image of said partial information, and construct a display image including said representative image and searched program feature data.

Claim 5 (Original): The apparatus according to claim 3, wherein said user profile data includes information associated with the user's taste.

Claim 6 (Original): The apparatus according to claim 3, further comprising a keyboard configured to input said program feature data to said second database.

Claim 7 (Original): The apparatus according to claim 3, further comprising a third database configured to store said user profile data.

Claim 8 (Original): The apparatus according to claim 3, further comprising a fourth database configured to store commercial message information and a fifth database configured to store commercial feature data,

wherein said search engine searches for the commercial feature data from said fifth database in accordance with the user profile data, and searches for the commercial message information corresponding to a searched commercial feature data from said fourth database.

Claim 9 (Original): The apparatus according to claim 5, wherein the user profile data include information representing one of a producer, title, character, and genre of the multimedia information.

Claim 10 (Original): The apparatus according to claim 5, wherein said search engine searches for program feature data from said second database, and data which matches a thesaurus of the program feature data.

Claim 11 (Original): The apparatus according to claim 3, further comprising a history recording section configured to record a viewing history data of a user.

Claim 12 (Original): The apparatus according to claim 11, wherein said viewing history data represents a user, start and end time of watch, and program feature data of information watched by the user.

Claim 13 (Original): The apparatus according to claim 11, further comprising:

a third database configured to store said user profile data; and

a rewrite section configured to rewrite the user profile data stored in said third

database in accordance with said viewing history data.

Claim 14 (Original): The apparatus according to claim 3, further comprising a display

section configured to display the partial information selected by said search engine.

Claim 15 (Original): The apparatus according to claim 8, further comprising a display

section configured to display the partial information selected by said search engine and

display the commercial message information selected by said search engine as a banner.

Claim 16 (Original): The apparatus according to claim 8, further comprising a display

section configured to display the partial information selected by said search engine and

display the commercial message information selected by said search engine as a subwindow.

Claim 17 (Currently Amended): An information reception apparatus connected to an

information providing server having an analyze section configured to analyze multimedia

information using at least one analysis method of moving image analysis, acoustic/speech

analysis, and text analysis, a database which ~~stores~~ divides multimedia information into

partial information formed of a frame or frames based on a result of analysis by the analyze

section, each partial information including representative images of a respective multimedia

information, and stores the partial information and program feature data which is the result of

the analysis by the analyze section ~~an analysis result of at least one of moving image analysis,~~

~~acoustic/speech analysis, and text analysis in units of items of partial information of the~~

~~multimedia information or program feature data which is externally inputted,~~ the apparatus

comprising:

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a search engine configured to search for predetermined program feature data from

said database and select ~~an item of~~ the partial information from said multimedia information

stored in said database in accordance with searched program feature data.

Claim 18 (Original): The apparatus according to claim 24 [[17]], further comprising:

a link section configured to obtain a representative image of said partial information,

and construct a display image including said representative image and the searched program

feature data.

Claim 19 (Currently Amended): An information describing method according to

claim 1, further comprising:

storing the user profile data; and

updating the user profile data based on a result of a search by adding an item of

information corresponding to the searched partial information to the user profile data

~~classifying information items into plural groups of information items relating to personal~~

~~information of a user, some of the groups of information items including plural subgroups;~~

~~and~~

~~describing each information items in the group or the subgroup in an order according~~

~~to a priority of the information item which is determined for each user.~~

Claim 20 (Original): The information describing method according to claim 25

[[19]], wherein said group of information items including data indicating personal profile of

the user.

Claim 21 (Original): The information describing method according to claim 19, wherein said group of information items including data indicating taste of the user.

Claim 22 (New): The method according to claim 1, wherein each plural partial information includes representative images of a respective multimedia information.

Claim 23 (New): The apparatus according to claim 3, wherein each plural partial information includes representative images of a respective multimedia information.

Claim 24 (New): The apparatus according to claim 17, wherein each plural partial information includes representative images of a respective multimedia information.

Claim 25 (New): The method according to claim 19, wherein each plural partial information includes representative images of a respective multimedia information.